



**CATA**  
MEMBER BENEFITS



Illinois

## **CATA DEALER MARKETING WORKSHOP & USO BBQ BOOTCAMP**

*THURSDAY, MAY 17*

Please join fellow dealers on **Thursday, May 17** by attending the Dealer Marketing Workshop and USO BBQ Bootcamp at the CATA. At this event, you will have the opportunity to network with member partners and consultants, attend a marketing workshop centered on social media re-targeting, listen to keynote speaker present tips on industry trends, learn how to maximize bbq event success, FREE bbq lunch, and much more.

### Special guest speaker: **Dale Pollak - vAuto Founder**

#### *A Pragmatic View of Margin Compression and Mobility Convergence*

Dealers feel the pinch of margin compression in vehicle sales. There is an uncertain future, given the rise of autonomous vehicles and changing vehicle ownership. In reality, dealers should consider addressing current operational inefficiencies to secure relevance for the future. Pollak highlights four areas of inefficiency that dealers should address to remain viable. He also shares how the rise of mobility options requires dealers to maximize economies of scale.



### **Join us Thursday, May 17th from 9:30 a.m. - Noon for:**

- Coffee and Pastry Networking Reception with CATA Approved Member Partners & Recommended Consultants
- Marketing workshop centered on social media usage re-targeting
- Keynote speaker Dale Pollak to address industry trends
- Featured industry presentation: optimizing social media as a marketing tool
- USO BBQ for the Troops preview and materials distribution
- Free mouth-watering BBQ lunch provided by **Real Urban Barbecue**

**Location:** 18W200 Butterfield Rd., Oakbrook Terrace, IL 60181 (CATA offices)

**RSVP** to Jim OBrill [jobrill@drivechicago.com](mailto:jobrill@drivechicago.com) with the following information:

**Dealership Name**

**Attending Employee(s)**



To host a **USO BBQ FOR THE TROOPS** event:

Contact Jim OBrill [jobrill@drivechicago.com](mailto:jobrill@drivechicago.com) or Annamarie Beretta [aberetta@drivechicago.com](mailto:aberetta@drivechicago.com)